
By: **Delegate Fulton**
Introduced and read first time: February 13, 2003
Assigned to: Rules and Executive Nominations

A BILL ENTITLED

1 AN ACT concerning

2 **Real Estate Salespersons and Associate Real Estate Brokers - Display of**
3 **Name of Affiliated Business in Advertisement**

4 FOR the purpose of altering the deadline by which certain names and trade names
5 must be displayed in a certain size in advertisements by a licensed real estate
6 salesperson or licensed associate real estate broker; and generally relating to
7 advertisements by licensed real estate salespersons or licensed associate real
8 estate brokers.

9 BY repealing and reenacting, with amendments,
10 Article - Business Occupations and Professions
11 Section 17-527.2
12 Annotated Code of Maryland
13 (2000 Replacement Volume and 2002 Supplement)

14 SECTION 1. BE IT ENACTED BY THE GENERAL ASSEMBLY OF
15 MARYLAND, That the Laws of Maryland read as follows:

16 **Article - Business Occupations and Professions**

17 17-527.2.

18 (a) (1) In this section the following words have the meanings indicated.

19 (2) "Advertise" means the use of any oral, written, or visual
20 advertisement by a licensed real estate salesperson, licensed associate real estate
21 broker, or other person on behalf of a licensed real estate salesperson or licensed
22 associate real estate broker.

23 (3) (i) "Advertisement" means, unless the context requires otherwise,
24 any oral, written, or printed media advertisement.

25 (ii) "Advertisement" includes any correspondence, mailing,
26 newsletter, brochure, business card, for sale or for lease sign and sign rider,
27 promotional item, automobile signage, telephone directory listing, television

1 announcement, radio announcement, telephone solicitation, and World Wide Web and
2 Internet voice-overs.

3 (4) (i) "Trade name" means the individual name of a licensed real
4 estate salesperson or licensed associate real estate broker other than the licensed real
5 estate salesperson's or licensed associate real estate broker's full legal name.

6 (ii) "Trade name" includes a first name, nickname, or last name.

7 (b) A licensed real estate salesperson or licensed associate real estate broker
8 may not advertise unless:

9 (1) the name or trade name of the licensed real estate salesperson or
10 licensed associate real estate broker, as the name or trade name appears on the
11 license certificate and pocket card issued by the Commission, is meaningfully and
12 conspicuously included in the advertisement; and

13 (2) the name of the business with which the licensed real estate
14 salesperson or licensed associate real estate broker is affiliated:

15 (i) is meaningfully and conspicuously included in the
16 advertisement;

17 (ii) on or before October 1, [2003] 2004, is displayed in a size that is
18 at least as large as the size of the name or trade name of the licensed real estate
19 salesperson or licensed associate real estate broker; and

20 (iii) is the full name of the business and not a logo used by the
21 business.

22 SECTION 2. AND BE IT FURTHER ENACTED, That this Act shall take effect
23 October 1, 2003.